

April 14, 2026

Dear Committee Members

My wife, Debi, and I live at 418 West Shore Dr. Our property abuts the George's Flowers property, directly to the east. I have read the application and business plan submitted by Becco. I have also read many excellent comments submitted by other neighbors opposing the application. There is a strong feeling in the neighborhood that a liquor store at this location would be very harmful to the neighborhood.

The most obvious problem is the proximity to Brittingham Park where alcohol is not permitted, but is often found. Opening a liquor store on the edge of the park seems like an unnecessary invitation to more trouble for the park rangers and police who work to keep the park safe and the comfort and safety of everyone using the park.

The applicant has apparently operated a liquor store in Stoughton for many years. I assume they understand the business and would be responsible. That is not the issue. The issue is the location. There are plenty of places to purchase alcohol in Madison. It is not necessary to open another liquor store walking distance from a park. Selling alcohol is not like selling apples or shoes and that is why we have an Alcohol License Review Committee. Alcohol has effects on the neighborhood unlike any other store. I hope you will listen to the neighbors and deny the Becco application a new license at the George's Flowers location.

Sincerely,

Dave Leeper